

ABSTRACT

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SOCIAL MEDIA STRATEGIST ACTIVITIES IN IPRAHUMAS INDONESIA

In fulfilling one of the main requirements to complete the undergraduate study (S1), the apprentice is required to undergo a Professional Work process. This Professional Work is carried out to provide a comprehensive picture to apprentices regarding the world of work in each study program, including Communication Studies. The apprentice carry out Professional Work in Ikatan Pranata Humas (IPRAHUMAS) Indonesia. IPRAHUMAS is a professional organization for public relations officers from Civil Servants. The main task of IPRAHUMAS is to carry out public relations activities and information services. The apprentice are members of the Information Dissemination field with a focus on work as a Social Media Strategist. The apprentice have the main responsibility for producing content and captioning the content according to the rubric theme for social media. There are four rubrics that have been undertaken by the apprentices, namely Public Relations Literacy, Communication History, Hot/Spot News, and Public Relations Greet. Then, the apprentice also produces content in the form of voice over for the needs of graphic video content. Then, the apprentice also produces content designs for Instagram's social media needs. The apprentice also manages special events held by IPRAHUMAS and makes drafting of the script for the needs of the NGAPEL program. In addition, the apprentice has additional work as a meeting note taker and documentation section. All work carried out by the apprentice, of course, there must be coordination in advance with the guidance of the work supervisor and the mentors on duty in each content rubric. While undergoing Professional Work, the apprentice gains new experience and knowledge regarding the management of social media for an government agencies.

Keywords: IPRAHUMAS Indonesia, Social Media Strategist, Public Relations, Social Media Content Production, Information Dissemination